



Get Kids **in** *Action*



# Program Overview



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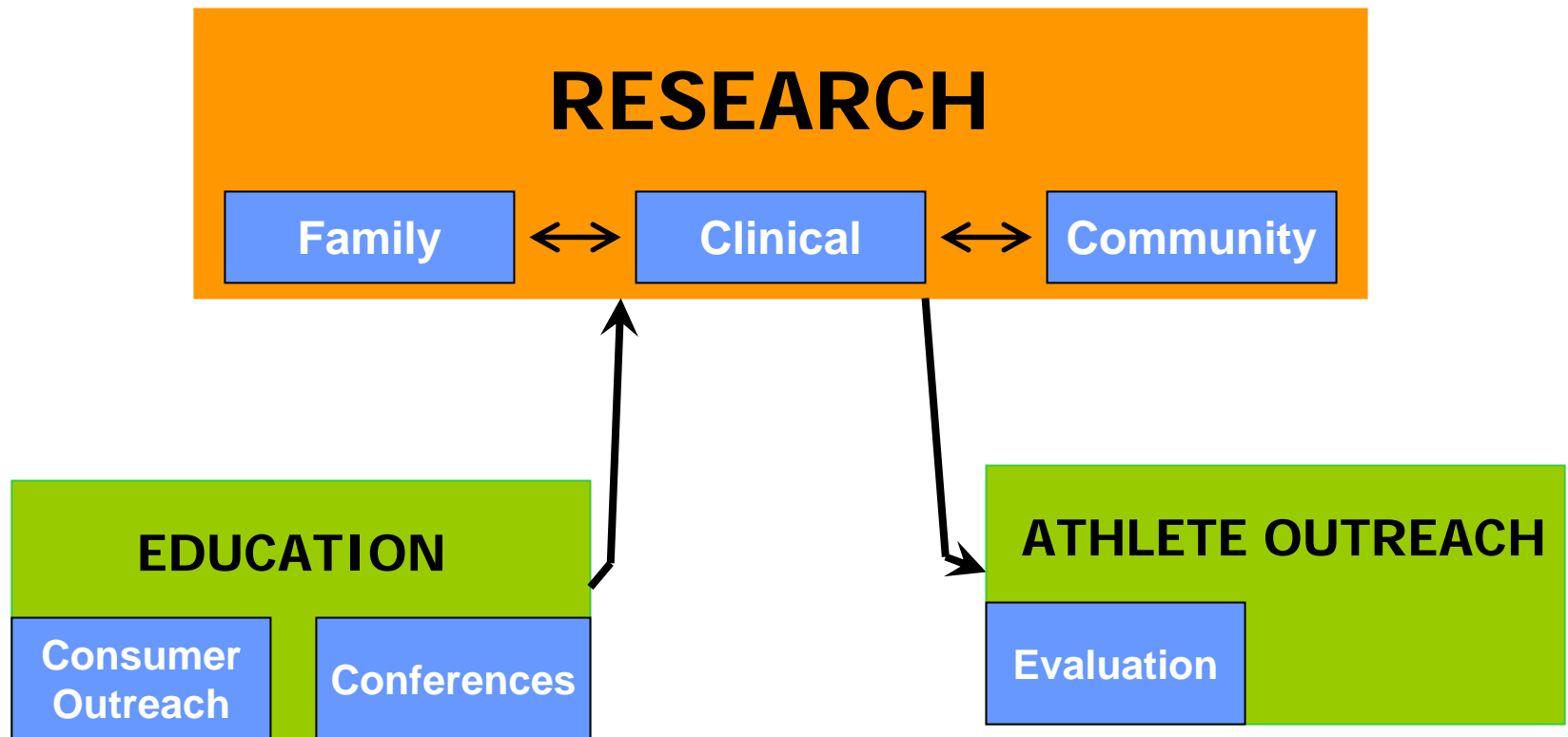
# Gatorade Commitment

- Gatorade heritage built on research
  - Formula developed by scientists and physicians for the Florida Gators
  - Gatorade Sports Science Institute continues research and educational outreach
- Gatorade brand synonymous with active lifestyles
- Declining physical activity among children
  - Responsibility to contribute to solution

# Overview

- 4-year, \$4 million partnership with University of North Carolina at Chapel Hill's School of Public Health and Department of Athletics
  - A leading school of public health
  - Nationally recognized athletic department
- Identify **real and proven solutions** to increase childhood activity and decrease obesity
  - First study to explore linkages between full range of individuals who can have an impact on issue

# Get Kids *in* Action



# Research

## Clinical

- Strategies to improve the BMI assessment and tracking of BMI in children
- Counseling strategies for behavior change
- Resources to help clinicians link families with community resources

## Family

- Parents' and families' perceptions of childhood overweight
- Role of parenting skills in negotiating eating, activity and TV/screen time
- Where parents and families currently obtain information
- Families' preferences for receiving intervention information

## Community

- Existing community resources
- Usefulness of cataloging resources and providing recommendations to families
- Intervention opportunities during the after-school period

# Advisory Board

- **Benjamin Caballero, MD, PhD**  
Director of the Center for Human Nutrition at the School of Public Health  
Johns Hopkins University
- **Robert W. Jeffery, PhD**  
Professor, Division of Epidemiology  
University of Minnesota School of Public Health
- **David M. Murray, PhD**  
Professor and Lillian and Morrie Moss Chair of Excellence in Psychology  
University of Memphis
- **Oded Bar-Or, MD**  
Professor of Pediatrics and Director of the Children's Exercise and Nutrition  
Centre  
McMaster University
- **Elizabeth M. Puckett**  
Executive Director, North Carolina Heart Disease and Stroke Prevention Task  
Force  
North Carolina Department of Health and Human Services
- **Sandra Hassink, MD**  
Director, Pediatric Obesity/Weight Management Clinic  
duPont Hospital for Children, Wilmington, Del.

# Education Update

- Sponsor conferences related to childhood obesity
  - Fall 2004 conference on developing physical activity measurement standards
  - Develop resources to increase and share knowledge about childhood obesity prevention for families and professionals

# Education Update

GetKidsinAction.org



The screenshot shows the homepage of the Get Kids in Action website. The header features the logo and navigation links: Home, Childhood Obesity, Physical Activity, Healthy Eating, Myths & Facts, and About Get Kids in Action. The main banner image shows a family playing basketball outdoors with the text "Help Them Out. And Up. And Outside." Below the banner, there are sections for "Physical Activity Tips" and "Healthy Eating Tips". A large "Welcome to Get Kids in Action!" message is prominently displayed, followed by a paragraph explaining the partnership between UNC and Get Kids in Action. At the bottom, there are three buttons: "What can you do?", "Use Calculators", and "Myths or Facts?".



The screenshot shows the BMI Calculator page. The header is identical to the homepage. The main heading is "BMI Calculator". Below the heading, there is a paragraph explaining the BMI (Body Mass Index) and its purpose. A "BMI Calculator & Insights" section follows, providing a brief overview of the tool. Below this, there are "Some things to keep in mind:" which include instructions on how to use the calculator and the importance of regular measurements. At the bottom, there is a section titled "Is your child at a healthy weight?" with a form to input the child's height and weight. The form includes radio buttons for "US Standard" and "Metric" units, and a "Go" button to calculate the BMI.

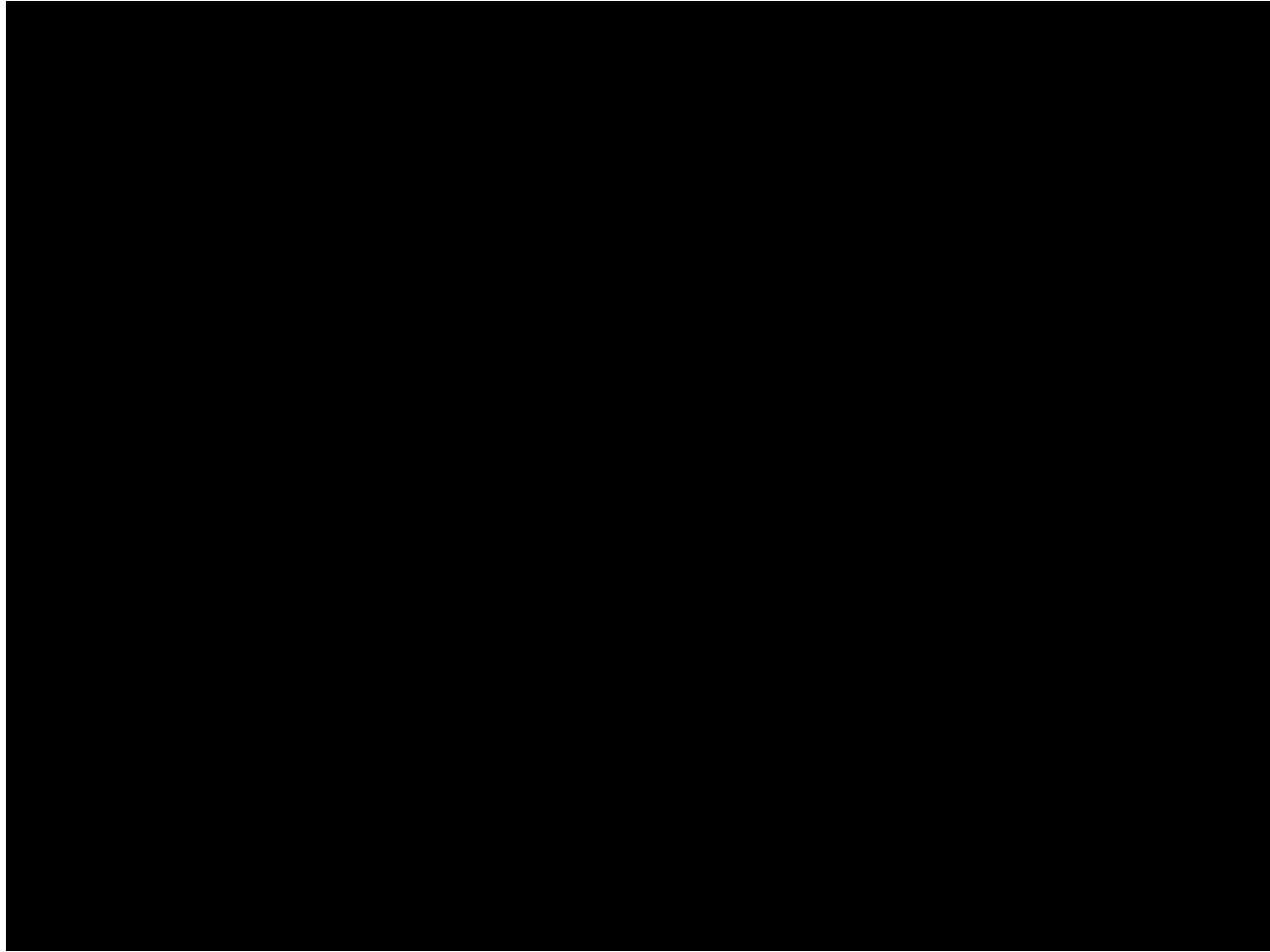
# Education Update

- Wal-Mart/SAM'S CLUB Outreach
- \$1 million sports camp scholarship program
  - Awarded to children ages 8-12
  - Leverages relationships with Division One schools
- Program Extension
  - Channel One public service announcement targets sedentary teens with message on the importance of being active
  - Features Mia Hamm

The collage features several 'Get Kids in Action' materials:

- Top Left Brochure:** Titled 'Motivate Your Kids To Get Active'. It includes the text: 'Did you know that kids should get at least 60 minutes of physical activity each day?' and features a photo of Mia Hamm.
- Top Right Brochure:** Titled 'Be A Physical Activity Champion'. It includes the text: 'Parents are a powerful motivator' and features a photo of a family.
- Bottom Left Poster:** Features the 'Get Kids in Action' logo and the text: 'Joining Forces To Increase Childhood Activity'. It includes logos for Wal-Mart and UNC.
- Bottom Right Screenshot:** A screenshot of the website [www.getkidsinaction.org](http://www.getkidsinaction.org). It includes sections for 'Get Kids in Action: Help your child reach 60 minutes of physical activity every day!', 'Why?', 'How?', and 'Additional Healthy Lifestyle Tips for Parents'.

# Channel One PSA



# Athlete Outreach

- Create a model that leverages UNC athletes to inspire kids to be active
  - Goal: Help children achieve 60 minutes of physical activity each day
  - Integrate physical activity messages into range of subjects

# Opportunities for Public/Private Partnerships

- Leverage partner strengths to increase success
  - Brand equity
  - Channels to reach target audiences
  - Existing relationships



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